

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 9. Director's Report

REPORT PREPARED BY: Derek Muench, Director of Transit & Parking

REPORT DATE: 9/12/23

MEETING DATE: 9/19/23

FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

The Director of Transit & Parking presents to the Transit Commission a report of operations for the Transit and Parking Utilities. The Transit Commission is advised of the following processes for several standing items included in this report:

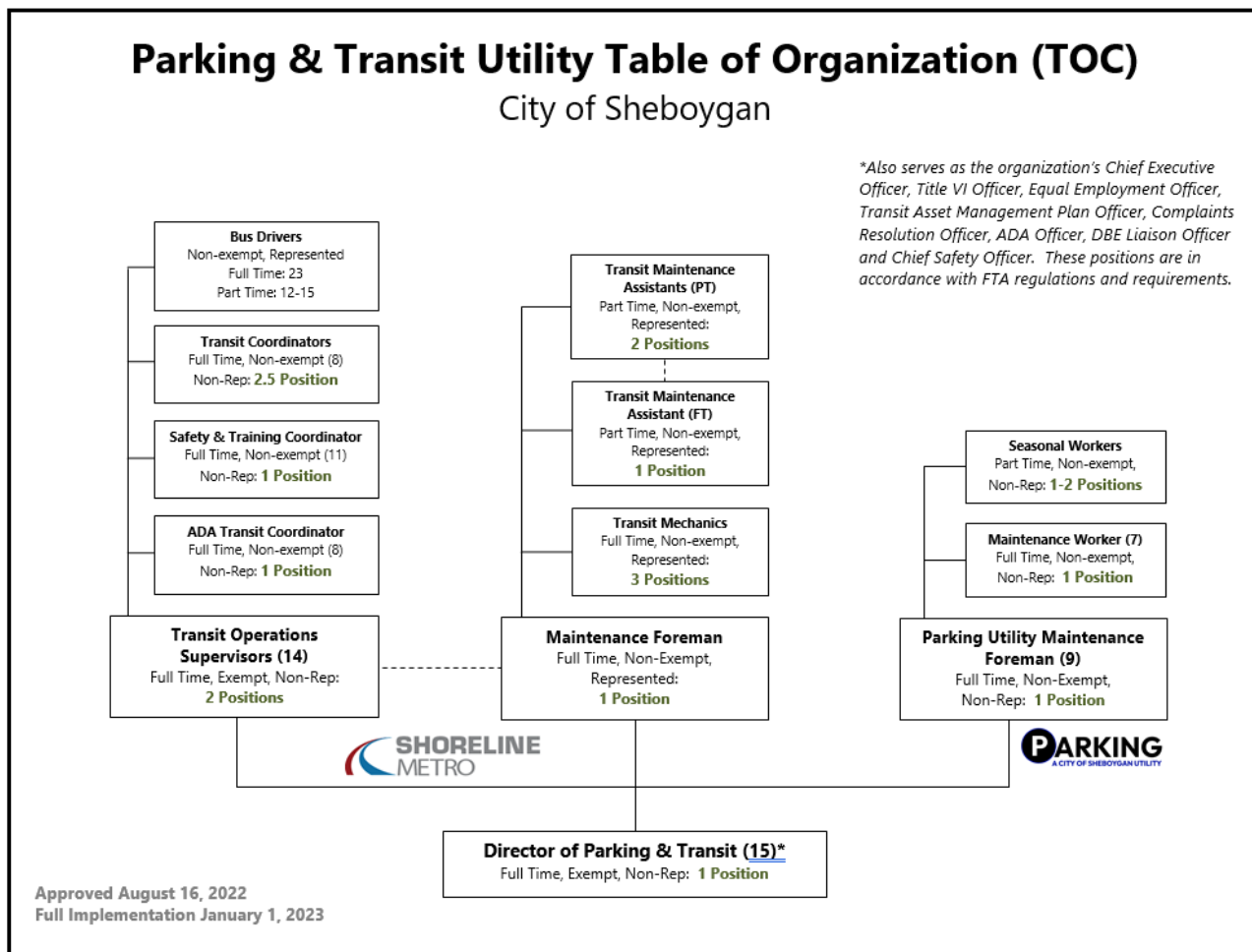
Reporting – Shoreline Metro staff filed several reports with the Wisconsin Department of Transportation and the Federal Transit Administration, typically on a quarterly basis.

- Wisconsin Department of Transportation
 - Bus Operations Report
 - Completed and reported quarterly directly to DOT.
 - 85.21 Operations Report
 - Completed and submitted quarterly to Sheboygan County for review and submission.
 - 5310 Vehicle Report
 - Completed and submitted quarterly to Sheboygan County for review and submission.
- Federal Transit Administration
 - Federal Financial Report (FFR):
 - Submitted for each project (application) active with FTA (typically quarterly) related to the expenses and federal funds used towards a project.
 - Milestone Progress Report (MPR):
 - Submitted for each project (application) active with FTA (typically quarterly) related to the status of a project.

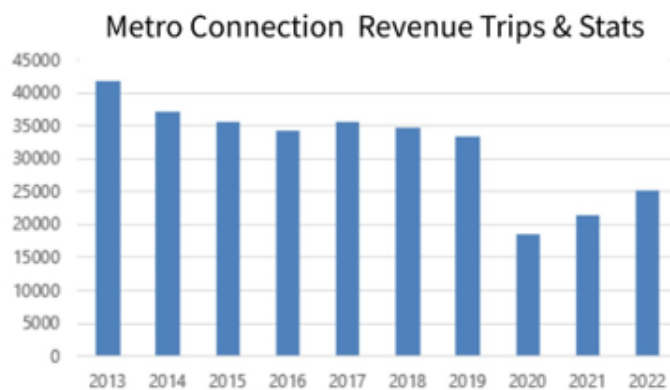
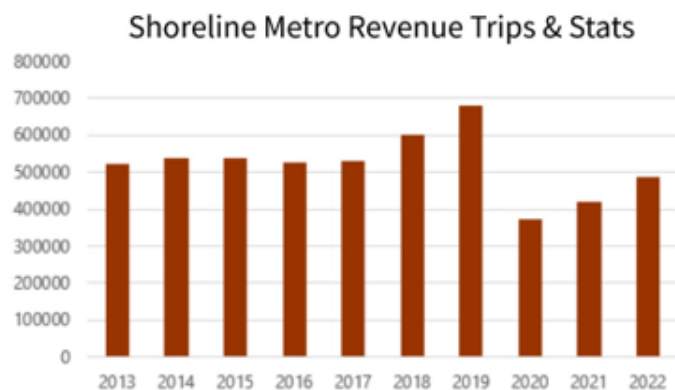
Financials – Shoreline Metro staff (Director) review expenses and revenues on a regular basis, typically bi-monthly and quarterly. Financial reports are reviewed for accurate expenses and revenues. In inaccuracies are reported to the Finance Department with a recommendation for resolution.

- Invoices
 - Paid within 30-days by staff
 - Payables are reviewed for approval by the Director
 - Approved payables are then sent to Finance for review and payment.
- Revenues/Fares/User Fees
 - Collected in accordance with departmental policies:
 - Fareboxes – twice a month (15th and last day)
 - Office Sales – daily
 - Meters – twice a month (some monthly/quarterly)
 - Grants/Reimbursements – direct deposit and processed by Finance.
 - Deposited at Wisconsin Bank & Trust
 - Credited to appropriate budget accounts as soon as possible by Finance.

Personnel – Shoreline Metro staff address personnel needs on a regular basis. Bus drivers are the most common position available with recruitment occurring almost monthly. Bus drivers are hired as needed and based on abilities and qualifications. Staff positions are filled as needed. The following is the current Table of Organization for the Parking & Transit Utilities:



Ridership – The count of physical passenger trips taken with Shoreline Metro and Metro Connection is known as ridership. For Shoreline Metro, a trip is counted every time a customer boards a bus. For Metro Connection, a trip is counted every time a customer completes a one-way trip. Ridership is highly influenced by socio-economic factors, weather, and emergencies. It is also a product of affordable fares, reliable service, safe travel and dependability.



STAFF COMMENTS:

The Director of Transit & Parking presents the following items for as advisory and information.

Personnel:

- **Patrick McDonough** has been promoted to the position of Transit Coordinator effective September 4, 2023. He previously served as a Shoreline Metro driver.
- **Christopher Faust** has resigned his position with Shoreline Metro as a part-time Transit Coordinator. Chris works full-time for the SASD as their Transportation Supervisor.
- **Jodi DeTroye** has joined our team as a Class D Metro Connection driver (FT).
- **Mark Arenz** has been hired as a Shoreline Metro driver. His start date is still pending.

Operational Items/Updates:

The following items are provided as operational updates related to transit and parking services provided by the department.

- **Riverfront Landscaping** has been a point of concern recently with several complaints received regarding weeds and overgrown bushes/trees. Jerry's Landscaping was hired to "spruce" up Riverfront and trim bushes and trees, clean up the boardwalk and mulch beds. This project has concluded in early September. Riverfront is now maintained by Parking Utility staff as it's much more manageable thanks to the assistance of Jerry's Landscaping.
- **Trolley Service** started on June 12 for the season and concluded on September 2 for the season. Total ridership for the season was over 3,000 trips which was lower than previous years. We had over 900 trips alone for the P1/F1 Powerboat Races in mid-August. Overall, comments were very positive. Some people expressed dislike for the 1-hour route. We will further evaluate data and make a route determination for 2024.

- **Metro Connection Vehicles** were received (4) in late August from TESCO. These are the final buses in our most recent procurement utilizing CARES Act funds. Metro Connection's oldest bus is now from 2017 making the entire fleet within useful life (mileage).

With this fleet update, Metro Connection drivers (Class D and E) are no longer required to obtain or maintain a CDL. These vehicles fall under the 16-passenger requirement. This change will hopefully add flexibility and allow for easier hires and quicker training. This change went into effect on Monday, September 18, 2023.

- **Collective Bargaining** with the Amalgamated Transit Union, Local 998 has concluded unsuccessfully with the decision to go to arbitration on a new labor agreement for 2023 (and potentially 2024 and 2025). At this time, there has been no date set for arbitration. The City and union have submitted best and final offers for consideration. No arbitration date has been set. With the departure of Human Resource Director, Adam Westbrook, the City has retained outside counsel for the remainder of arbitration.
- **HotSpot Parking** implementation is moving forward steadily. There are several updates to provide related to this project:
 - Permit implementation is complete with staff being able to enter permits for City staff and larger businesses. Individual permits must be purchased and maintained by the customer in the app or on the website.
 - All meters have been updated with new decals (see graphic below).
 - The police department continues to use the handheld License Plate Recognition (LPR) devices to enforce payments. These are updated and in service.

Parking Meter Update

— What you need to know! —

AVAILABLE NOW!

- Parking meter rates are \$0.75 per hour.
- Meters will allow for mobile payments using the HotSpot Parking app or scanning the QR code on the meter.
- Meters continue to allow coin payments.
- New informative decals on all meters.

NOTE: TIME WILL NOT SHOW ON METERS WHEN PAYING USING APP OR QR CODE.

Download Hotspot Parking app

OR Scan QR to park

ZONE 2102

Use this decal to pay for parking using your smartphone. Scan the code to pay or download the HotSpot Parking app.

Welcome to Downtown Sheboygan

Enforced Weekdays 8AM - 5PM • \$0.75 / hr

Valid Coins or Mobile Pay Only

Scan the HotSpot Parking app

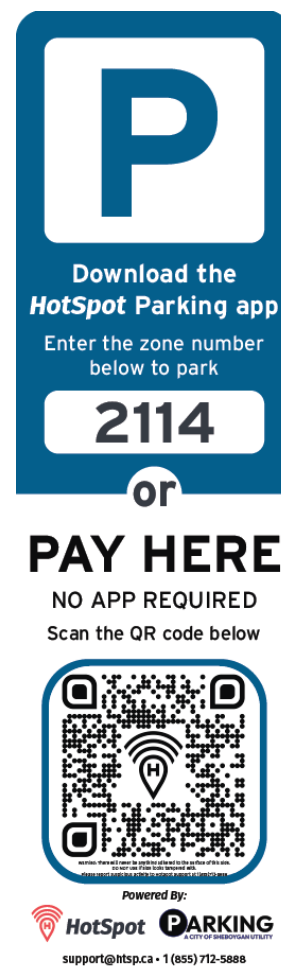
Scan the QR code

Use this decal to report meter issues, find out more about parking and info on FREE parking days and enforcement times.

Visit www.shorelinemetro.com/parkingutility for more information.

PARKING
A CITY OF SHEBOYGAN UTILITY

- Staff continue to review options for LPR devices for vehicles. Costs have been preliminarily shared with staff.
- Staff have met with HotSpot on the vehicle LPR devices and ticketing software. The ticketing option appears to initially be expensive and not worth the investment.
- Lot signage is currently being updated through Marshall Sign and The Sign Shop. Marshall Sign is our partner for the lot entrance signs and The Sign Shop is working on our internal "fast pay" signage (see graphics below).
- Parking Utility website has been completed updated with the new changes to parking meters and lots.
- Marketing materials have been created and provided to businesses to assist with the new parking payment solutions.
- Meter revenue generated YTD includes:
 - August
 - App payments - \$19.76
 - Tap 'n Pay (QR code) - \$161.16
 - September
 - App payments - \$66.51
 - Tap 'n Pay (QR code) - \$323.66



This concludes the Director's Report. Thank you for reviewing.

ACTION REQUESTED:

Staff recommends accepting the Director's Report provided by the Director of Transit & Parking and placing on file.

ATTACHMENTS:

- I. None.